

SEAT reveals the all new Leon



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October 25, 2012, 11:29 am -- /[EPR NETWORK](#)/ -- James Muir, President of SEAT S.A, has unveiled the all-new SEAT Leon for the first time at the Volkswagen Group Media Evening. He declared that, "the New Leon requires no compromise from the customer."

The SEAT President also used the Volkswagen Group Media Evening to unveil the company's new logo, which has been introduced to coincide with the new Leon's introduction. "The new Leon will be the first SEAT to wear our new company logo. The new SEAT logo reflects our commitment to clean, precise design and unparalleled engineering excellence," he explained.

Competing in the fiercely competitive European medium [hatchback car](#) sector, the all-new Leon is the first production vehicle to feature SEAT's new design language, previewed on the IBE, IBX and IBL concept cars. The new Leon will feature a host of innovative technologies to help safety and connectivity, as well as being the first car in its segment to offer full LED lights. The interior features the highest level of craftsmanship, as well as the latest soft-touch materials.

The new Leon is built on the Volkswagen Group's new MQB platform and is 90kg lighter and despite being 52mm shorter than its predecessor, has more interior space. A range of six petrol and four diesel engines are available, guaranteeing an engine choice to meet all customer preferences. The new Leon will feature engine Start/Stop technology and the most efficient engine option will emit just 99g of Co2.

The new model is the third iteration of Leon and previous generations have earned a reputation for delivering a rewarding and interactive driving experience and the new generation will continue that pattern, thanks to the lighter overall weight and longer wheelbase.

The new model will be manufactured at SEAT's base in Martorell, near Barcelona in Spain. In total, 1.2 millions Leons have been sold to date since the first model was introduced in 1999.

The first markets to introduce the new Leon will be Germany, Austria and Switzerland, with sales beginning before the end of November.

James Muir also confirmed that the new Leon will become a family of cars. He said: "For the first time ever, the Leon range will expand to include a three-door and sports tourer versions. They will expand the Leon's appeal as well as its reach within the segment."

The new Leon arrives in SEAT's range during the busiest period of new product activity in the company's history. SEAT's product offensive has seen the introduction of its new city car, the Mii, as well as an extensively refreshed Ibiza and the recent introduction of the Toledo five-door sedan.

James Muir underlined that the future success of SEAT would also be built on market expansion. He said: "Coupled with our strategy of market expansion, which saw SEAT launch in China earlier this year, SEAT's future success will be built on new products, in more segments, in more markets."

The company also points out that it's the perfect time to buy a [new car](#) in Ireland, with the limited edition offer of 3,000KM of free fuel, 3% financing, 3 years warranty, 3 years roadside assistance, 3 year free servicing all available on orders before 21.12.12.

About SEAT

SEAT is the only company in its sector with the capacity to design, develop, manufacture and market cars in Spain. It offers a range of new cars including green cars, city cars and used cars and features a [car configurator](#) on its website, allowing motorists to build their ideal car. The website also makes taking a SEAT vehicle for a [test drive](#) simple, with the company doing the hard work for the customer. SEAT also runs the Motability scheme, a charity that helps people with disability, their parents and carers stay mobile.

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